

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0001] of the specification with the following paragraph:

[0001] This patent application is related to the following patent applications, each of which are commonly assigned to assignee of this application, and hereby incorporated by reference:

- U.S. Patent Application no. 10/427,548, titled "Object Clustering Using Inter-Layer Links", filed on 05/01/2003; and
- U.S. Patent Application no. 10/826,159, titled "Reinforced Clustering of Multi-Type Data Objects for Search Term Suggestion", filed on 04/15/04.

Please replace paragraph [0030] of the specification with the following paragraph:

[0030] STS module 112 groups similar terms to generate term clusters 138 from term vectors 136. To this end, and in this implementation, given the vector representation of each term, a cosine function is used to measure the similarity between a pair of terms (recall that the vectors were normalized):

$$\text{sim}(q_j, q_k) = \sum_{i=1}^d w_{ij} \cdot w_{ik},$$

wherein d represents vector dimension, q represents a query, k is a dimension index. Thus, the distance between the two terms (a similarity measurement) is defined as:

$$\text{dist}(q_j, q_k) = 1 - \text{sim}(q_j, q_k)$$

Such similarity measurements are shown as a respective portion of "other data" 124. Exemplary such similarity values are shown in an exemplary suggested term list 110 of TABLE 1.

Please replace paragraph [0032] of the specification with the following paragraph:

[0032] Responsive to receiving the term/phrase 108 from an end-user (e.g., an advertiser, Web site promoter, etc), STS module 112 compares the term/phrase 108 to respective ones of the terms/phrases in the term clusters 138. Since term clusters 138 include terms that are contextually related to one another, the term/phrase 108 is evaluated in view of multiple related and historical

contexts, or “senses.” In one implementation, if STS module 112 determines that a term/phrase 108 matches a term/phrase from a cluster 138, search term suggestion module 112 generates suggested term list 110 from the cluster 138. In this implementation, a match may be an exact match or a match with a small number of variations such as singular/plural forms, misspellings, punctuation marks, etc. The returned list is ordered by a combination of FOO and confidence value.